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February 4, 1925.

EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

EXTENSION WORK IS REACHING THREE FARMS OUT OF FOUR

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STUDY of 3,954 farms in typical areas of New York, Iowa, Colorado, and California, recently completed by M. C. Wilson, in charge, Reports and Efficiency Studies, Office of Cooperative Extension Work, in cooperation with extension services of the States involved, indicates that new practices have been adopted as a result of extension effort on 74 per cent of the farms in these areas. An average of 3.4 farm and home practices, such as treatment of seed grain for smut, use of purebred dairy sires, canning of fruits and vegetables, and the like, was reported changed on these farms.

Information was also obtained in three of the four States relative to the farmers' attitude toward the extension system. Sixty-six per cent of the 3,405 farms surveyed in the three States were reported as favorable, 24 per cent as indifferent, and 4 per cent opposed. Attitude was not reported for the other farms in the areas studied.

Cooperative extension work has been under way in these areas from 6 to 12 years. A home demonstration agent as well as an agricultural agent has been employed from two to eight years in each county involved. In some of the counties, a third agent, either a boys' and girls' club agent or an assistant county agent, has been employed part of the time. In making the study, an effort was made to select representative areas within the county, which would afford a true cross-section of rural people. Every farm located within the areas selected was visited, and both the farmer and his wife were interviewed. Residents of the open country or of small villages who were not farm operators were not included in the study.

It is gratifying to learn that in these representative sections, 3 out of every 4 farms have been reached effectively by the extension program, and that 2 out of 3 farmers are favorable to extension work as compared to 1 out of 25 opposed.

That extension work has made good during the past 10 years is apparent. The task of reaching the 26 per cent of farms not being reached and of changing a larger number of farm and home practices on the farms that are being reached is also clear.

Original distribution to all extension workers.